

C. BRIAN SHORT

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Project Manager / Application Architect

*13 years of experience in the creation of award-winning e-commerce solutions,
scalable content management systems, innovative software components,
and next-generation desktop applications.*

Areas of Expertise

Currently Used Languages / Development Tools / Technologies

- Drupal 5.x, 6.x and 7
- Drupal APIs such as the Form API and the DB Abstraction Layer
- Contributed Drupal APIs such as the Flag API and the Views API
- PHP and the LAMP Stack
- SOAP, XML-RPC and XML
- Caching technologies such as Squid / Varnish, Memcache, APC, and CDNs
- Javascript Libraries such as jQuery
- MySQL
- Agile / Scrum Development Methodology
- Common Design Patterns such as Singleton, Factory, Lazy Load, etc.

Previously Used Languages / Development Tools / Technologies

- C# in WinForms and ASP.NET
- Composite Application Blocks (CAB) an the Smart Client Framework
- Infragistics Controls
- VB script in ASP
- VB.NET in ASP.NET
- AJAX and DHTML (Javascript)
- VBScript, Visual Basic 6, VB.NET
- C, C++ and Object Oriented Design
- UML and Rapid Application Development techniques
- Windows XP, 2000, NT, 9x, 3.x
- Linux (Redhat, CentOS, etc.)
- SQL Server 2005, 2000, 7.0, 6.5
- Oracle 8i, 7.0, 6.x

Recognized for

Team Building • Mentoring • Leadership • Integrity • Innovation • Timeliness • Enthusiasm
Attention to Detail • Dedication • Achieving Client-Oriented Solutions

- Responsible for the architecture, technical design, and led the implementation of a new top level category site for MSN: **fitbie.msn.com**. This site is scaled to handle spikes of **several million page views per hour** and demonstrates the latest in scalable Drupal architectures.
- Grew a team focussed on open source technologies, with a particular emphasis on Drupal, **from 3 to 20 members in 18 months**. Responsible for recruiting, team planning, hiring, and implementing new development procedures and methodologies to allow quick integration of new recruits.
- Participated in entire lifecycle of an application that replaced the core sales and traffic system of CBS Broadcasting. Orion handles more than **6 billion dollars of transactions annually** and replaced the network's last remaining mainframe application, **resulting in millions of dollars of savings per year**.
- Architected and led the implementation of the Thule Racks e-commerce site, awarded "**Best Automotive Site of 2001**" by the Massachusetts Interactive Media Council and awarded a **2002 WebAward** for setting a "**Standard of Excellence**" by the Web Marketing Association.
- Acted as a **senior technical resource** for the **sales team**, helping clients to explore technical solutions during the sales process, which led to higher sales and a smoother development process.
- Chosen to **mentor junior and senior developers** to spread new techniques and best practices.
- Architected and led the implementation of a new content management web site for Softrax, which was given an **AXIEM award**, recognizing excellence in International Electronic Media .

Detailed Experience

NorthPoint Solutions, New York, NY

January 2008 - present

Project Manager / Applications Architect

A professional services firm catering to media and publishing firms, television networks and cable channels, and the healthcare and financial industries.

- Responsible for the architecture, technical design, and oversaw and led the implementation of a new top level category site for MSN: fitbie.msn.com. This site is scaled to handle spikes of several million page views per hour and demonstrates the latest in scalable Drupal architectures.
- Led the technical design and oversaw the implementation for the relaunch and replatforming of the Eat This, Not That website from a custom solution to a Drupal 6 architecture. This application gets several million hits a day and uses common Drupal contributed features such as Views, Panels, and Apache Solr integration.
- Responsible for the initial replatforming of the Men's Health homepage, while the rest of the site is slowly moved to Drupal. The reason for this partial migration is to garner support within Rodale's editorial team, while allowing a gradual conversion to the new platform.
- Led the technical design and implementation of multiple websites for Rodale such as Organic Living, Rodale.com, Women's Health Magazine, and the Rodale Corporate site.
- Led the technical design, replatforming and implementation of More.com for Meredith. This included extensive work with the registration process and integration with a custom Single Sign-on Solution, Paypal integration, and integration with a custom CDN.
- Advised and provided technical guidance and oversight for the College Board around the replatforming of the College Board's multiple high traffic sites to Drupal from various versions of Vignette.
- Led the technical design and implementation of Lifetime's Total Beauty Makeover. This site had a complex integration with Flash, allowing a rich experience for the user.
- Responsible for the technical design and implementation of AT&T's new mobile site for 3G devices. This site uses the best-of-breed mobile technologies available to Drupal, such as WURFL integration and mobile-compatible views rendering as slideshows or static content depending on the capabilities of the device. Bango integration for mobile campaign tracking was used, as was integration with AT&T's internal pricing APIs.
- Played a crucial role in the recruiting of new team members by conducting over 300 interviews in three years and creating initial testing to ensure that suitable candidates were considered for an in-person interview. This brought our hire rate for candidates given an interview from 1 in 30 to 1 in 3.
- Worked with the Sales and Marketing teams to build advertising campaigns around Drupal and mobile development, acted as a senior technical resource for sales meetings, oversaw the redesign and implementation of the NorthPoint website, and was responsible for compiling estimates and writing proposals.
- Implemented a new quarterly goals initiative for employees so that they had more input into their career paths. This resulted in retention rate of greater than 90%.
- Developed new training programs for entry-level consultants to bring them up to speed quickly on multiple content management solutions and to ensure that development techniques were consistent across different teams. These training programs were also used for local development camps and for training internal resources for clients.

CBS Network, New York, NY

November 2003 – December 2007

Senior Application Developer / Systems Analyst

The most watched US Television Network, CBS reaches 103 million homes in the United States.

- Participated in the core architecture and implementation of Orion, a WinForms replacement for the mainframe-based sales and traffic system built in the early 1980's. This application, which performs sales planning, advertising deal construction, scheduling for both content and commercials, programming stewardship, and final billing, handles 6 billion dollars worth of network programming per year. This application came in on time, on budget, and delivered the planned value, after 3 years of work. Contributed to the architecture and planning for all parts of the application, from the database design and reconstitution layer, through the creation of the core business objects, to the final presentation layer, which provided developers with new versions of the standard GUI widgets to speed development and ensure a standardized look and feel.
- Led the creation of a User Interface guide for the Orion project. Working closely with representatives from the Business Analysis group, the Quality Assurance team, and the User community, ensured that all standards were appropriate and could be reasonably implemented given the technology and time constraints.
- Gathered the requirements for, architected, and oversaw the implementation of the Audience Services Response System, an ASP.NET application that logs incoming calls, emails and letters, and allows the Audience Services team to send out bulk responses via email and print letters en masse.

- Created a framework for reconstitution of Lightweight objects to allow other application developers to choose how much of a given object should be reconstituted, enabling the quick retrieval of display-only versions.
- Created an intranet solution for CBS Research using Microsoft's Windows Sharepoint Services, then oversaw the implementation and site architecture and conducted the user training. This very high visibility site, used by the highest levels of management, replaced a homegrown solution that mailed out 20 megabytes of reports, per user, per day.

Empire Software, New York, NY
Consultant / Sole Proprietor

July 2002 – November 2003

A Software Development company targeting small businesses and offering methodology and experience with large projects. All projects were completely written in PHP running against a MySQL database.

- Produced an innovative reporting engine for a search engine manufacturer that allows administrators and advertisers to interact with the system more efficiently.
- Created and designed an online real-estate application that allows brokers to put a new property online quickly and submit it to the major search engines.
- Created and designed an online bookmark application that allows users to save links to an external site that can be accessed from any web browser.
- Designed and implemented a new content management system that allows site administrators to design templated pages that are portable across web sites.

BigBad Inc., Boston, MA
Senior Technologist / Developer

November 1999 – July 2002

An Interactive Agency consulting on and implementing solutions to business problems of marketing, workflow, and communications.

- Created an innovative solution for a car rack manufacturer that had a problem involving both distribution and vendor-dealer relationships by designing an e-commerce site where consumers can build customized products and purchase spare parts. Implemented using the Site Server e-commerce platform, ThuleRacks.com receives upwards of 3 million hits a week, over fifteen thousand dollars of orders for spare parts per week, and is a resounding success for Thule.
- Designed, implemented, and oversaw the full development life cycle of a successful website for Astrodyne, a manufacturer of high-quality power supplies. To meet a tight deadline, we were able to move from an initial specification to a production e-commerce site in 3 months.
- Designed and led the implementation of numerous content management systems in response to specific client needs. Created functional requirements documents for client projects.

nFront Inc., Atlanta, GA
Internet Applications Developer

August 1998 – November 1999

An Internet Banking service provider offering turnkey, web-based implementations for business cash management and personal banking.

- Supervised and implemented the final modifications to a data-mining product, ensuring that the product, previously 3 weeks behind schedule, shipped on time.
- Maintained and developed an online banking system designed to be a turnkey solution for small to medium-sized banks. This system is still in use today by over 1,600 financial institutions and 3.6 million active end users.
- Designed and implemented a new password and login system, implemented in Active Server Pages, for the home banking system. Security concerns and usability were researched to provide a system that would satisfy stringent auditing requirements but still be appropriate for the average user.
- Designed, implemented, tested and maintained a Visual Basic component running as an ActiveX dynamically-linked library enabling online banking customers to apply for a bill payment system online, ensuring that applications are processed in a timely fashion. This replaced a manual process that consumed approximately 100 person-hours per week.
- Designed and implemented an application download feature, using Active Server Pages, which enabled bank administrators to insert customer applications into the legacy SDS platform automation system.

Center for Natural Resources, Gainesville, FL
Applications Developer / Web Site Coordinator

May 1996 – August 1998

A division of the Institute for Food and Agricultural Sciences, tasked with leading initiatives to resolving natural resource and environmental issues by facilitating multi-disciplinary collaborations among university faculty and external stakeholders.

- Created and managed the Center website, a key tool for collaboration among natural resource faculty and by various industries that work with the Center.
- Responsible for introduction of best practices in application use and website development
- Wrote applications in Visual C++ in response to specialized requirements. These applications are still used for a variety of tasks including creation of databases, diagnosis of network problems, and compilation of a yearly summary report to Congress.

Department of Physics, University of Florida, Gainesville, FL
Application Programmer

September 1994 – May 1995

- Worked with physics faculty members on the debugging and modification of ROBFIT, a spectral analysis program

Education

B.S. in Mathematics - University of Florida - Class of 1998

With concentrations in Computer Science, Pure Mathematics, and Physics